



The High Sheriff of Cumbria, Julie Barton, is launching the **High Sheriff of Cumbria Covid-19 Business Innovation and Community Awards** to recognise the incredible ways businesses across Cumbria have confronted the challenges of the Covid-19 pandemic since March 2020. The communities of Cumbria rely on their businesses and these awards aim to thank, acknowledge, and celebrate those business teams who have demonstrated great resilience.

Any eligible Cumbrian business<sup>1</sup> of any size can apply for an award, or anyone can nominate a Cumbrian business<sup>1</sup> they feel deserves recognition. Certificates will be awarded to all businesses that the judges feel meet their criteria of special performance.

The judges are looking for businesses which since March 2020 have demonstrated special performance in at least two of the following;

- Adapted their business model, products and/or services to overcome some of the challenges caused by the restrictions on businesses during the pandemic
- Found innovative ways to protect and support their workforce and/or customers in local, national or international markets
- Worked creatively to drive footfall, sales or 'clicks' to their business, or to retain customer loyalty.

The judges will also want to see that the business;

- Actively supports others in the community through acts of kindness, or fundraising, or supporting local charities, schools, healthcare sector or community groups, and/or volunteering during the pandemic.

In addition to special performance certificates being awarded, there will be **three outstanding award category prizes** which will be presented to the businesses which the judges believe most demonstrate outstanding performance during the Covid-19 pandemic.

### **Micro Business Innovation Award**

This will be awarded to the winning business enterprise with six or fewer employees, including new start-up businesses, that is based in Cumbria. The winning business will demonstrate outstanding performance in innovatively adapting its business model, products and/or services during the pandemic. The High Sheriff of Cumbria will present<sup>2</sup> the most outstanding micro business with a winner's certificate and £250 cheque.

### **Small to Medium Business Innovation Award**

This will be awarded to the winning business enterprise with 250 or fewer employees that is based in Cumbria. The winning business will demonstrate outstanding performance in innovatively adapting its business model, products and/or services during the pandemic. The High Sheriff of Cumbria will present<sup>2</sup> the most outstanding Small to Medium Enterprise with a winner's certificate and £250 cheque.

### **Community-Spirited Business Award**

This will be awarded to the winning business (of any size) which has consistently demonstrated an outstanding commitment to the local community during the Covid-19 Crisis. This may be through supporting others through acts of kindness and generosity, and/or fundraising, and/or assisting local charities, schools, healthcare sector or community groups, and/or volunteering during the pandemic. The High Sheriff of Cumbria will present<sup>2</sup> the most outstanding business with a winner's certificate and £250 cheque.

The benefits of the awards can be to raise a business's profile, to receive recognition from the ancient Office of High Sheriff and to thank and acknowledge the efforts of a great business team. The High Sheriff plans to work with local and social media to celebrate Cumbria's businesses.

The nomination form is available to download from [here](#).

It is quick and straightforward to complete a business application/nomination form.

Please return completed forms to [hscumbria2020@hotmail.com](mailto:hscumbria2020@hotmail.com)

Application/Nomination Forms will be considered by a panel of judges whose decision will be final. Closing date for submitting forms is 24<sup>th</sup> February 2021. Certificates recognising special performance will be sent out in March 2021. The outstanding award category winners will be notified in early March to arrange a presentation with the High Sheriff<sup>2</sup>.

1. An eligible Cumbrian business is one which:
  - a. operates exclusively or principally from a base within Cumbria serving local, national or international markets
  - b. is a going concern and
  - c. is not a charitable organisation or social enterprise.
  
2. Presentations will be subject to government guidelines at the time.